



Meeting of the Arlington Commission on Arts and Culture

Thursday, Oct 4, 2018, 7:30 pm
First Floor Conference Room, Town Hall Annex

Meeting called to order at 7:35pm

ATTENDING

In attendance: Steve Poltorzycki, Stephanie Marlin-Curiel, Aneleise Ruggles, Tom Davison

Not in attendance: Adria Arch, Aimee Taberner

Guests: Stewart Ikeda, Lidia Kenig-Scher, Cristin Canterbury Bagnall, Linda Shoemaker, Kimberley Harding

1. Budget Report
 - a. No changes to report since last meeting
 - b. We need to clarify total spending for Town Day since we have exceeded to original budget (even though Marketing & Evaluation funds were allocated to this)
2. Town Day Debrief
 - a. Once the sun came out, the television was hard to see. It was not as much of a draw once the weather was nice.
 - b. ArtLinks was able to secure 26 new members from their interactions with people
 - c. More performances with some social media engagement portion would be great for next year
 - d. Street teams would be extremely helpful for all of the vendors who were stuck at their booths and those who didn't make their way down to our end of the street
 - e. Excellent performances - very engaging
 - f. We collected most of our sign ups through hard copy paper sign ups rather than electronically through the website
 - g. The first email campaign will be sent out on November 1
3. Sept 20th Debrief

- a. Would have been nice to have had time to circulate through multiple stations
- b. All core committee members are encouraged to join multiple committees to have their hand in whatever they feel passionately about

4. Status of ACC/ACAC Grants Committee

- a. We've received an official memo from Doug Heim regarding the legality of the ACC/ACAC relationship
- b. This assures us that there is no conflict of interest - Basically ACC will be able to conduct their usual practices, while adding a few new responsibilities without any conflict
- c. Any funds raised by ACC will need to be included in a revolving fund that cannot be mixed with ACAC funds
- d. ACC can have more than once revolving grant cycle
- e. ACAC can maintain the separate fundraising committee
 - i. Fundraising Comm discrepancy - What is the dynamic of this committee and how do non-ACC members of this committee play a role into this?
- f. ACAC can have no influence over operations, but rather ACC is included in the greater conversation
- g. Keep Fundraising Comm separate from the Grants committee (ACC). ACAC Fundraising Comm can then allocate to ACC (as being a grants committee for the org)
- h. Action Item: Stephanie will follow up with Doug and Jenny about keeping these committees separate

5. Action Committee Reports

- a. Marketing - needs to meet to come up with a Marketing Plan and Newsletter content
 - i. Trello/Google docs are available now to generate content for news stories and features
 - ii. Amy will begin distributing news onto our social media platforms starting next week
 - iii. Evaluate the structure of operations for the committee
- b. Programs & Festivals
 - i. This committee is beginning to assess the Busking programs and find out ways that this initiative can become more engaging. It requires a bit of organization and management to be successful. In the next couple of months, they would like to roll out a new infrastructure for applications, timing, locations, etc

- ii. Can we generate some promotional materials to recruit qualified artists who would fit this new model of quality arts presentation
- iii. How can ACA's big launch be better supported by the ACAC?
 - 1. ACA is facing challenges surrounding signage approval and delays in launching
 - 2. Help promoting their Opening Event on October 27, 7:30-9:30pm would be great
 - 3. Activate the new space - outdoor engagement
- c. The Team Roster is visible on Trello and Google Docs
- d. All committees should meet before the meeting in November

6. Trello Project Management system Introduction

- a. All documents on Trello are included on Google Drive as well
- b. We are going to be using the free version for now, which is sufficient for our needs
- c. Stephanie gave a comprehensive overview of the functionality of this platform
- d. Everyone is encouraged to explore and use the tutorials to find out how this system will work for each member

7. Public Art Update - Sept 29 Haiku Hangout/Bikeway celebration and beyond

- a. Reviewed the publications from the Advocate covering the event
- b. Very engaging event with a lot of people who were moving throughout the bike path and even engaged those who did not realize the event was happening
- c. Typewriters, Bird Houses, Haiku Readings were all successful and festive
- d. We'll need to generate some signage for the Public Art (installations and Haikus)

8. \$5,000 budget allocation discussion/vote

- a. It was proposed that we reallocate these funds for FY19 until we are able to really determine the dynamic of the Grants Comm
- b. Presented options:

- i. Public Art - use this money to support Cecily's efforts to facilitate public art programming in Arlington during Spring public art projects (\$6,250 in expenses)
- ii. Cultural District Grant - use the funds to match the \$5,000 MCC grant
 - 1. If we use this grants line and use it as a match, there will be a lot of overlap
 - 2. There is a portion of this grant that will not be applicable to the Programs and Festivals committee
- iii. Programs and Festivals - If this money is distributed out early on in the year (on established programs like Public Art), it doesn't leave much opportunity for our committees to consider other options that this money could be allocated to. No Programs and Festivals can be spearheaded without financial support.
 - 1. Programs and Festivals committee will meet before the next ACAC meeting to have an opportunity to determine some initiatives that may be able to utilize some of these funds for these ideas

9. MCC Cultural District Grant application update

- a. Discussion took place within the \$5,000 budget conversation

10. Chamber of Commerce meeting update

- a. Tabled until next meeting

11. Approval of Minutes

- a. Quorum not met at the beginning of the meeting so this item was tabled until Tom arrived at 8:30pm
- b. Approved at the end of the meeting

Meeting adjourned at 9:47pm

Reminder: Next meeting

Next ACAC meeting Thursday, November 1, 7:30 pm, first floor conf. room
Town Hall Annex